

ORDER



| | | | |
|------------|----------------------|-----------------------------|-------------------------|
| Orders | Order / Rev: | 64312 | KUCW-TV |
| | Alt Order #: | | Office Accounts |
| | Product Desc: | ESTIMATE 12438 | SLC |
| | Estimate: | 12438 | Local |
| | Flight Dates: | 10/09/12 - 10/14/12 | Primary AE: |
| | Original Date / Rev: | 10/08/12 / 10/08/12 | Sales Office: |
| | Order Type: | GENERAL | Sales Region: |
| Agency | Name: | Media Strategies & Research | |
| | Buying Contact: | | Billing Type: |
| | Billing Contact: | | Cash |
| | | 1580 Lincoln Street | Broadcast |
| | | Denver, CO 80203 | EOM/EOC |
| | | | Agency Commission: |
| Advertiser | Name: | Matheson for Congress 2012 | |
| | Demographic: | HH | New Business Thru: |
| | Product Codes: | US Congress | Order Separation: |
| | Priority: | P-3 | Advertiser External ID: |
| | Revenue Codes: | AGY, POL-CAND, GEN | Agency External ID: |

| Bill Plan | | | | | Totals | | | | |
|------------|----------|---------|--------------|------------|--------------|---------|--------------|------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/01/12 | 10/10/12 | 1 | \$300.00 | \$255.00 | October 2012 | 1 | \$300.00 | \$255.00 | 0.00 |
| | | | | | Totals | 1 | \$300.00 | \$255.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|
|-------------------|--------------|--------------|-----------------------|---------|

Office Accounts Start Of Order - End Of Order 100%

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
|-----|------|----------------|----------|----------------|-------|----------------|--------|-----|----------|----------|--------|------|------|--------|----------|----------|
| E 1 | KUCW | 10/10/12 | 10/10/12 | M-F 6p-630p | CM | 6p-630p | --W--- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 | |
| | | | | M-F 6p-630p | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | | | Rate | | Rating | | | | | |
| | | Week: 10/08/12 | 10/14/12 | --W--- | | 1 | | | \$300.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | | Totals | 1 | \$300.00 |